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UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Office of Exhibits

A Summary of the Exhibit

THE USE OF DAIRY PRODUCTS ON FARMS

A booth exhibit showing the importance of milk as a food for children and adults.

Specifications

Floor space - - - - - 13' front, 8' ft.
Wall space - - - - - None (deep).
Shipping weight - - - - - 505 lbs.
Electrical requirements - None.

THE USE OF DAIRY PRODUCTS ON FARMS

How It Looks

The three sections of this booth illustrate the subject by means of large pictures, nicely colored and with well-lettered text also in color, all forming a pleasing and harmonious composition. The center section contains four illustrations of the place milk should occupy among foods for children. Three pictures of children at a table show the kinds of food that should be used to supplement milk. The text, telling why milk is necessary for the development of strong and vigorous bodies in growing children, is nicely grouped around the illustrations.

The left section has colored enlarged photographs of weighing and measuring children in schools; use of milk in the midsession lunch, and milk forming a part of the noon lunch eaten at school. A classroom weight-record form is also shown on this section. The text, giving additional information along the same lines as is shown by the illustrations, is of a size easily read at some distance.

The right section shows three enlarged colored photographs of farm scenes, and the text advocates the use of milk for adults. The booth is 13 feet across the front, 8 feet deep, and 7 feet high.

What It Tells

In connection with educational Milk-for-Health campaigns which have been conducted in many sections of the country, surveys made through the schools reveal the fact that from 15 to 25 per cent of the school children are seriously undernourished.

These surveys also show that in many rural communities only about 50 per cent of the children use milk daily. A report from a typical agricultural county in the Middle West gives these figures: Two out of every five rural school children do not use milk daily. One out of every six rural school children is seriously undernourished.

Regular weighing and measuring of children at school awakens their interest in health and food habits. An exhibit on this subject shows the forms and records which may be used when monthly weighing is a part of the regular school routine.

Another part of the exhibit shows how milk may be served at school, either when brought from home to be used at lunch time or when purchased at school. Teachers report that increased use of milk by the children results in marked improvement in health, conduct, and scholarship.

Not only is milk necessary for the proper growth and development of children, but its greater use is advocated for grown men and women. Milk in the diet of the expectant and nursing mother means better teeth, stronger bones, and improved health for both mother and child.

Hard-working men find milk an efficient food. Milk in the farmer's lunch in the field is both refreshing and nourishing.

Where to Get Information

The following publications may be obtained free of charge from the U.S. Department of Agriculture, Washington, D.C.

Farmers' Bulletin 1359	- Milk and its Uses in the Home
Dept. Circular 129	- Milk for the Family
Dept. Circular 250	- Educational Milk Campaigns
Misc. Circular 21	- Posters Prepared by School Children
Yearbook Separate	857 - Milk for Midshipmen
Dairy Division	559 - Ten Suggestions for Milk Campaigns
Children's Bur. Pub.	35 - Milk, the Indispensable Food for Children

